



LIKE YOU REALLY HAVE TIME FOR THIS:

AList's Marketing Activity Book

a.list

B I N G O

B1 "SYNERGY" B2	I1 SUSPICIOUS COUGH	N1 TECHNICAL ISSUES	G1 "I'VE GOT TO TAKE THIS"	O1 UNSURE IF YOU'VE HAD THIS MEETING BEFORE
B3 PRIVATE CHAT WINDOW ON FULL DISPLAY B3	I2 "REACH OUT"	N2 "MOVE THE NEEDLE"	G2 "BEST PRACTICES"	O2 "DOES ANYONE HAVE A CHARGER?"
B4 PRE- OR POST-LUNCH NOISES B4	I3 "TOUCH BASE"	N3 "YOU'RE IN A MEETING"	G3 "GOING FORWARD"	O3 MUTE THE CONFERENCE CALL IMMEDIATELY
B5 TAKE A DISCUSSION "OFFLINE" B5	I4 CHEESY CONFERENCE CALL MUSIC	N4 CANCELED	G4 NOT ENOUGH CHAIRS	O4 "CIRCLE BACK"
 COULD HAVE BEEN AN EMAIL	I5 AWKWARD PAUSE	N5 DOUBLE-BOOKED	G5 TUNA SANDWICH	O5 "LEARNINGS"

MEMO

*For best result please fill out blanks before reading the memo.

You may have noticed recently that we've decided to go a different route with our _____ channel.
(Social media platform)

As of today, you will begin to see _____ posts _____ on our feeds that show _____ in _____ which may come as a shock to some.
(Adjective) (Verb - ing)
(Celebrity / Influencer) (Verb - ing) (Place)

However, this is part of a concerted strategy to _____ our audience and _____ things up.
(Verb) (Verb)

Other components of the campaign include _____, which will be targeted at _____.
(Type of advertising) (Generation / Demo)

The campaign also reflects a shift of focus as we have decided to invest _____ into _____.
(Dollar amount) (New technology)

We look forward to seeing how our consumers _____ to our campaign and we expect to see a significant boost in _____.
(Adjective) (KPI)

Best,

Name,